



Social Marketing Specialist

Job grade		Reports to	Project Manager
Directorate	Conservation and Policy	Function	Technical (Behaviour Change Communication)
Contract	Fixed Term Contract	Location	Tuguegarao City, Philippines

Responsibility for resources

Direct line reports	N/A	Responsibility for other resources	N/A
Financial resources	N/A		

Our vision and mission

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

In 2010, the ZSL Philippines Country Office was established as a duly accredited NGO registered under the Securities and Exchange Commission (SEC) as a local branch of ZSL and holds its primary office in Iloilo City with field offices in Cebu, Puerto Princesa, and Tuguegarao. Over nearly 15 years ZSL Philippines has developed its conservation programme portfolio to include rehabilitation and conservation of mangroves, beach forests and seagrasses; establishment of community-based marine protected areas (MPAs) alongside seahorse conservation; riparian rehabilitation and freshwater conservation to protect the endangered Philippine eels from overexploitation; and conservation of Palawan pangolins and curbing its illegal wildlife trade. Establishment of large-scale offshore MPA and conservation of the endangered Mindoro tamaraw adds to its programme portfolio in 2023-24. These programmes are well supported with robust financial, human resources, and health and safety management structures and systems.

Project Description

The Philippine Rise Ocean Conservation Area (PROCA) project presents an opportunity for ZSL-Philippines to partner with the Department of Agriculture-Bureau of Fisheries and Aquatic Resources (DA-BFAR), Fishery Management Area 1 Management Board (FMA1 MB) and Blue Nature Alliance (BNA) to catalyse the creation of approximately 150,000 km² of new large scale MPA and measurably improve management of approximately 10,000 km² of existing coastal MPAs by June 2027, through the following key interventions:

1. **EBSA to MPA Transition:** Upgrade the Philippine Rise Ecologically and Biologically Significant Area (EBSA) to a LSMPA through a structured stakeholder engagement process, zoning, management planning, and legal designation by September 2026.
2. **MPA Governance:** Stand up an FMA1 Management Office by September 2026 and develop institutional and technical capacity in governing FMA1, including management of the existing coastal MPAs and the proposed LSMPA.
3. **Monitoring and Surveillance:** Develop monitoring, control, and surveillance capabilities for the FMA1 Management that will benefit existing coastal MPAs and new offshore LSMPA.
4. **Sustainable Financing:** Assess sustainable finance options for the long-term management of the offshore LSMPA by June 2025. A potential Phase 2 engagement will be developed upon legal designation of the Philippine Rise LSMPA focusing on advancing the implementation of the selected sustainable finance model.

Purpose of the role

The successful applicant will be based in ZSL Philippines Tuguegarao Field Office, with corresponding travel/fieldwork to project sites in Aurora, Cagayan, Isabel and Quezon provinces and travel to Metro Manila, Iloilo Country office. S/He will work directly with ZSL Philippines PROCA Project Manager and indirectly with ZSL Philippines Country Director and ZSL UK scientific and technical experts, who will provide guidance and overall direction relative to project strategy, approaches and methodologies relative to planning, implementation, monitoring, evaluation and learning. In coordination with the DA-BFAR, FMA 1 MB, and ZSL Philippines/UK PROCA Project Team and reporting to the Project Manager, the post holder will deliver the responsibilities and implement activities based on agreed upon strategies and approaches, following the approved workplan and budgets to ensure accomplishment of project goals, and objectives. His/her key responsibilities will focus mainly in leading the operational planning, implementation, monitoring and evaluation of social marketing campaigns, education and outreach in targeted communities and sectors to build positive behaviour in support of the establishment, declaration and management of the Philippine Rise LSMPA.

S/he will implement training and capacity building activities in the project sites using proven and tested ZSL Social Marketing tools to raise awareness of and develop champions from local stakeholders, i.e., people's organizations, coastal communities, local governments, BFAR Regional and Provincial offices and other sectors on the importance of protecting and conserving the fisheries and underwater resources within the newly demarcated Philippine Rise LSMPA.

Key responsibilities

Following ZSL Philippines' Project Scope of Work (SOW) and approved workplan and budget, s/he will undertake the following responsibilities in his/her assigned project/thematic area:

Behaviour Change Communication

1. Work closely and effectively communicating with the Project Manager, Project team and UK Scientific and Technical team members to design and implement a cost-effective,

community-based social marketing/behavioural change communication campaign within the target project sites together with BFAR, local governments and communities.

2. Lead in the identification and mentorship of community champions who are focal points or key in conducting conservation outreach with the target project sites.
3. Together with local key stakeholders, develop a social marketing campaign plan, conduct training and awareness sessions and workshops to a wider audience in target project sites.
4. Lead the designing, development and production of suitable behaviour change communication channels, platforms and materials.
5. Lead and oversee the implementation of the behaviour change campaign within target sites and monitor and evaluate its impact.
6. Lead the designing and planning of the pre- and post-campaign surveys and oversee its implementation in the field.
7. Build, maintain or develop good relationships with key stakeholders in the delivery of social marketing campaign to foster a sustained desirable changed behaviour.
8. Lead the production and dissemination of communication messages (news, features, blogs, etc.) about the campaign and the Philippine Rise Ocean Conservation Area (PROCA) project feeding into ZSL communication channels and other appropriate tri- and social media.

Training and Capacity Building

9. Support the Project Manager and Project team in the delivery and implementation of training and capacity building program for BFAR, FMA 1 Management Board, and LGU staff; community MPA managers, academics, or researchers following the training needs assessment undertaken by the FMA 1 Secretariat or as identified in the process of project implementation.

Project Management

10. Input into monthly, quarterly and annual progress reports and key performance indicators (KPIs), and technical reports in co-ordination with the Project Manager, for review by the Country Director and other ZSL Scientific and Technical Experts Head based in UK.
11. In collaboration with the Project Manager, support the development of new aspects of the project in line with ZSL's strategic plan.

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Person Specification

Experience	
Essential	<ul style="list-style-type: none"> • University degree in mass/development communication, journalism, social or behavioural sciences, marketing, advertising or other relevant field.

	<ul style="list-style-type: none"> • Demonstrated experience in social marketing, behaviour change, training and capacity development, and/or marketing and advertising. • With at least three (3) years in experience in running conservation education and outreach; behaviour change advocacy or campaigns and engaging local stakeholders, preferably, but not necessary, in the context of community-based marine resources or fisheries management in the Philippines. • Proven ability to work effectively with teams and senior managers and independently and manage different priorities with remote and less supervision.
Desirable	<ul style="list-style-type: none"> • Preferably, but not necessary, with experience and general knowledge on MPA establishment and management, fisheries management areas, fisheries laws. • Experience in projects funded by bilateral or multilateral donor organizations (e.g., UKAid, USAID, IKI, EU, etc.) is an advantage. • Work experience in NGO setting is an advantage.
Knowledge and skills	
Essential	<ul style="list-style-type: none"> • Advanced skills in using MS office packages, specifically Word, Excel PowerPoint, MS Teams, and emailing. • Should have prior knowledge and demonstrated experience on behavioural change campaigns, education and outreach, preferably, in coastal and marine environment, fisheries management or climate change adaptation projects, engaging with coastal communities, local governments and national government agencies (e.g, BFAR, DENR). • Knowledge in relevant behaviour change techniques as applied in conservation and mostly already used around the Philippines. • Knowledge in the Theory of Change as applied in the development of behaviour change campaigns. • Effective training and facilitating skills are essential • Demonstrated capacity in report-writing (training, activity, meeting, field documentation, news articles, etc.) and creating equivalent presentations • Skills in conducting qualitative and quantitative research and methodologies. • Strong organizational and interpersonal skills • Effective verbal communication skills that is relevant to a wide range of local stakeholders. • Proficient in oral and written English.

Desirable	<ul style="list-style-type: none"> • Good understanding of marine ecosystems, fisheries and principles and their application to marine protection, and community resource use. • Able to demonstrate high accuracy and attention to detail with reference to written communications, whether in the form of documentation or call logging. • With good layout skills using any software such as Adobe Photoshop, Adobe Illustrator, MS Publisher, and MS PowerPoint. • Ability to speak and understand at least one local languages of Northern Luzon (Ilocano) is an advantage.
Additional requirements	
Essential	<ul style="list-style-type: none"> • This post requires occasional travel outside the office to project sites in Aurora, Cagayan, Isabela and Quezon, and Metro Manila, Iloilo country office, and in other cities within the Philippines. • This position will be office based but considerable travel will be required. • Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical) • Comply with and promote Health and Safety policies and procedures

This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive list of tasks and can be varied in consultation with the post holder to reflect changes in the job or the Society.

Acknowledgement

I have read and understood the Job Description, and I hereby acknowledge the conditions and responsibilities for the job as stipulated in this Job Description.

Job Holder's Signature over Printed Name

Date signed

Kindly affix your signature and date signed on each page of the Job Description.